



Dear

Effective 1<sup>st</sup> March 2013 UM Products Ltd has adopted a Minimum Advertised Price (MAP) Policy for all retail sales of UM Products. The policy has been created to support our retail distribution partners, specifically those who invest their time and resources to educate customers on the unique benefits and advantages of UM Products. Discounting compromises the premium positioning and lowers its perceived value to consumers.

The Map for each product is hereby defined as 0% discount of the currently published manufacturers Recommended Retail Price as shown on the attached form. Retailers may advertise a price at any level greater than or equal to the MAP. Note this MAP only applies to advertised prices and does not effect in store or telephone sales, in these instances retailers may sell at whatever price level they choose

The MAP applies to all retail advertisements via any media, including flyers, catalogues, coupons newspaper, mallers, internet listing and any other print or electronic means. The MAP does not apply to in store pricing as long as that pricing is only presented within the walls of a bricks and mortar retail outlet, and for phrases such as "call for the lowest price" so long as the price (if any) is at MAP or above.

UM Products reserve the right to periodically offer special promotions on certain products and to suspend or modify the MAP. UM Products also reserve the right to suspend or change the MAP at its sole discretion, in such cases dealers will be notified via email/phone/in writing of the changes and the time period if any, over which these periods apply.

Failure to honour the MAP policy or participate in its enforcement will automatically revoke the offending entity to sell or resell all UM Products, products. We greatly appreciate the relationships we have with all our retailers and distributors and stand ready to help you sell all UM Products, products.

Please sign below and email back to [tim@umproducts.com](mailto:tim@umproducts.com)

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_  
\_\_\_\_\_

Company \_\_\_\_\_ Title \_\_\_\_\_  
\_\_\_\_\_

<b>Bathmate Products</b>	<b>MAP</b>	<b>RRP</b>
Hercules Red, Blue, Clear	\$110.00	£69.00
Hydromax X30 Red, Blue, Clear	\$158.00	£99.00
Hydromax X40 Red, Blue, Clear	\$193.00	£129.00
Goliath Blue	\$193.00	£129.95
Shower Strap	\$29.99	£19.94
Pleasure Lube	\$14.99	£9.95
Vibrating Ring and Bullet	\$74.99	£49.95
Measuring Gauge	\$14.99	£9.98
Cleaning Kit	\$44.99	£29.95
Goliath Capsule Bag	\$44.99	£29.90
Goliath Cleaning Brush	\$14.99	£9.98
Goliath Comfort Pad	\$14.99	£9.95
Hercules Capsule bag	\$37.99	£24.90
Hercules Comfort pad	\$14.99	£9.95